

"IP" shall mean and refer to: A) all copyrights filed in the name of White Nile including but not limited to Copyright Registration Number PA 1-594-245; B) U.S. Patent Number 7797299; C) US Patent Number 7457802; D) provisional applications 60/696,180, 60/712,191, and 60/750,857 and all conversions and continuations in parts of same; E) Internet Domain names, websites or homepages owned, registered, utilized or contemplated by WN or any of its officers, directors, shareholders, employees, consultants or agents; F) Any and all ideas and concepts involving any further research on, development of, patent prosecution of, dissemination of, marketing of, use of, ideas or concepts involving the following features:

- a. Real Time Search Visualization;
- b. Taxonomic Modeling of the Internet;
- c. Segment Modeling of the Internet;
- d. Dynamic Advertising Property Generator;
- e. Multiple Tier Relevancy/Quintuple Tier Relevancy;
- f. Active html;
- g. Targeted advertising via themes or social networking;
- h. Delivery of Media Advertising with the search process;
- i. The use of Taxonomies in conjunction with segments;
- j. Dynamic Taxonomy Placement System and Method depicted in the following SAQQARA documents:
  - i. SAQQARA Facing Requirements;
  - ii. SAQQARA Index Requirements;
  - iii. SAQQARA Result Engine;
  - iv. SAQQARA Party X Deliverable Schedule;
  - v. SAQQARA Ultra Phase 1A;
  - vi. SAQQARA Ultra Phase 1B;
  - vii. SAQQARA Components Diagrams;
  - viii. SAQQARA Ultra Summary;
  - ix. SAQQARA Project Scope and Development Plan; and
  - x. SAQQARA Provisional Patents Summary

